

IFW

CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the US Patent and Trademark Office, Fax No. (571)273-8300.

Date: 7/26/06

By: Patti Hespell
Patti Hespell

Mail Stop Amendment



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Richard König.

Conf. No.: 9504 : Group Art Unit: 3622
Appln. No.: 10/790,487 : Examiner: Arthur D. Duran
Filing Date: 01 March 2004 : Attorney Docket No.: HMM-001-US2 (HMM-101)
Title: Advertisement Substitution

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with 37 C.F.R. § 1.98(a)(2)(ii), copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed.

An English language abstract of European Patent Application Publication No. EP1313313 is enclosed herewith.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

(1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or

(2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and

Certification is made below, or

The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.

(3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and

Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

No fee is believed to be due in connection with the filing of this Information Disclosure Statement since it is being filed before the first Office Action on the merits of the above-identified application. However, the Commissioner is hereby authorized to charge any deficiencies or credit any overpayments to Deposit Account No. **503061**.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

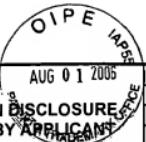
Respectfully submitted,

Date:

7/26/06


Andrew W. Spicer
Registration No. 57,420
Technology, Patents & Licensing, Inc.
2003 South Easton Road, Suite 208
Doylestown, PA 18901
267-880-1720

Customer No.: 27833



| | | | |
|--|---|----------------------|-----------------------|
| Form PTO/SB/08A | | AUG 01 2005 | Complete if Known |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT <small>(TRADEMARK)</small> | | Application Number | 10/790,487 |
| | | Filing Date | 01 March 2004 |
| | | First Named Inventor | König, Richard |
| | | Group Art Unit | 3622 |
| | | Examiner Name | Duran Arthur, D.. |
| Sheet | 1 | of | 1 |
| Attorney Docket Number | | | HMM-001-US2 (HMM-101) |
| (use as many sheets as necessary) | | | |

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

OTHER PRIOR ART - NON-PATENT LITERATURE DOCUMENTS

| OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS | |
|---|--|
| Exr Initials | Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or country where published. |
| | |
| | |
| | |

| | | | |
|--------------------|----------------|-----------------|------------|
| Examiner Signature | /Arthur Duran/ | Date Considered | 10/31/2007 |
|--------------------|----------------|-----------------|------------|

Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH /AD/